



Business Accelerator Course Curriculum & Program Overview

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Section 1: The Opportunity To Grow Your Business— Exponentially

We are going to assume that if you're reading this that you've either attended one of our half-day introductory seminars, or at least listened to our 2 hour introductory MYM audio program. If you've done that already, then you're set. If you haven't, please call our office immediately at **707-251-0346** and request the audio CD.

We encourage you to take advantage of this opportunity if you fit into any of these categories:

- You have **more & more competitors** popping up and eating your market share... and making it hard to distinguish your business from the competition.
- You're a **small business and don't have the budget** to compete with the big boys... but you know that you're good at what you do.
- You've **never done much marketing before** ... and now need to implement *some kind of* marketing plan.
- You're **getting killed on price** by competitors who are selling low-quality stuff... but the customers can't tell the difference until it's too late.
- You're **spending a ton of money on advertising** and marketing, but don't seem to be getting much bang for the buck.
- You're a **start-up business** trying to figure out how to get up-to-speed and become profitable as soon as possible.

Here's why: Marketing is your company's ultimate form of leverage. Your investment in marketing is the same whether those efforts produce a result of 2 to 100 times. We can show you how to get a lot more results for the same money spent. You will learn how to:

- Make more money without spending more, from existing efforts
- Distinguish your business so prospects choose you immediately
- Quit competing on price
- Drive in more leads or traffic
- Increase advertising response by 2X, 4X, 10X more
- Convert higher percentage of the leads you do get
- Get more production from salespeople and become less dependant on "superstars"
- Increase your average sale/ticket amount
- Increase repeat business & increase referral business
- Decrease your marketing costs and get a *"bigger bang for your buck"*
- Have total control over the growth of your business – *"profit faucet"*
- Eliminate risks of advertising and marketing and never make a major mistake again
- Systematize everything and make it simple and easy to implement

We urge you to take immediate action on this opportunity. No other program, venue, book, trainer, or course will teach you—in a hands -on, systematic way—exactly how to create a compelling marketing plan that will catapult your profitability within 2 weeks to 3 months of completion. Please read the rest of this program overview carefully and take the next step. If you have any questions, don't hesitate to call. We look forward to seeing you at an upcoming event.

Sincerely,
Randy Martinsen
Business Growth Strategist
Accelerated Marketing Group

Section 2: Why This Business Accelerator Course?

In today's crowded marketplace, it is becoming more and more difficult for businesses to stand out and differentiate themselves from their competitors. Marketing and advertising budgets aimed at "busting through the clutter" often only serve to make the problem worse. In an effort to stand out, each competitor tries in vain to shout with the loudest voice that *his* business is superior. Headlines get bigger radio ads get more obnoxious, advertising agencies get richer. More significantly, customers begin to discount any claim made by any of the companies.

But is this really the way for a business to succeed?

Napoleon Hill, the author of *Think And Grow Rich* and *Law of Success*, was way ahead of his time back in the 1930's when he wrote, "It is as useless to try to sell a man something until you have first made him want to listen, as it would be to command the earth to stop rotating." The word "marketing" means many things to different people. Our definition of marketing is simply whatever a company says, whatever a company does, whatever a company **communicates** to their target market that makes that target market want to listen to them... and ultimately come to them when they're ready to buy—without the company having to beg them for the business. The Monopolize Your Marketplace System (MYM) is a systematic approach to making your prospects want to listen to what you have to offer by presenting a compelling case for the product or service, and systematically and consistently communicating it in a way that's instantly embraceable.

We have found that most companies don't have much of a problem selling their services or products... once they get an audience. If a salesman gets an appointment, as long as they can fill the prospect's basic needs, then they've got a good shot at making the sale. In retail, if the customer just comes in the door, it's likely that they'll buy—again, provided that their needs can be met at a fair price. Professionals can usually sew up new clients if they can just get the initial consultation to demonstrate how good they are. If a manufacturer can just get his products into the hands of distribution, there's a good chance they'll make sales. And so on. The problem is generally NOT selling. The problem is getting an opportunity to sell.

But it hasn't always been that way. The landscape of business and selling has changed over the course of the last 5 to 20 years. Five to 20 years ago—in what we refer to as the "**days of simple selling**,"—things were less sophisticated, and it used to be substantially easier to get an opportunity to sell. Compared to now, there was low competition, low information, low media coverage, and low technology. Those factors all limited consumer selection and increased the power that sellers had over buyers.

For example, in 1980, if a buyer wanted to purchase a new Ford truck, their options were very limited. In those days, most towns and cities generally only had one local dealership. A buyer couldn't search on the Internet and find dozens of different websites and competing prices. He couldn't go to Barnes & Noble and research 15 magazines and 30 books to find the best prices. He couldn't drive around to 10 or 15 different dealerships and get the absolute lowest rock-bottom price like he can now. In the "days of simple selling," there was basically only one source of information—the salesperson at the dealership.

Back then, the SELLER had the power.

But what about now? It's definitely different. Now there are tons of choices available to the consumer. Now the buyer can enter the marketplace without fear of being beaten down by the

salesman. Now, in today's Internet, instant-information, tons of choices marketplace, the BUYER has the power. And that's good—for the buyer!

But the 11+ million businesses that are competing against each other are more concerned about finding ways to sell more, not buy. And in this cluttered environment, there are so many competitors SAYING so many different things, so much information is available to buyers, and so much information—and misinformation—in the media that the BUYERS—even though they have the power—can't tell who offers the best value—or if any of the competitors offer a superior value.

This condition is called NOISE—and it's created a huge GAP in the sales process that allows the buyer to keep the seller as far away as possible. We call this gap the "Confidence Gap" because it represents the customer's inability to have confidence that ANY of the products or any of the services are any different or any better or any worse than any of the rest. To the buyer, all things appear to be equal. That's why they end up shopping price; they're not deciding based on value.

No Other Solution Available

Currently, there are no other programs, training courses, consultants, or classes that address these challenges and help businesses cross the "Confidence Gap." Our program, Monopolize Your Marketplace, is the only program in existence that businesses can turn to for proven, turn-key results.

MYM Quick Glance

The Monopolize Your Marketplace system consists of five major areas that are designed to help you break through the clutter, eliminate the noise, and stand out in the marketplace. We break it down into 5 major areas simply because it's easier to implement. You can take it apart and work on your business piece by piece. Here's a quick overview of the Five Areas Of Monopolize Your Marketplace....

1. The first and probably the most important is what we call the **Articulated Sales Argument (ASA)**. In a nutshell, the ASA is an argument built upon the **John Smith Bill Of Rights**. You have to clearly understand and be able to articulate why John Smith wants or needs what it is you are selling before you can tell him WHY you are the obvious choice for him to use. The ASA is a detailed, specific, factual argument about your business that answers John Smith's "bill of rights = needs, concerns, frustrations & desires". The ASA process will help you distinguish your business from all of your competitors. It will make you the obvious choice. And it will make people draw the conclusion, ***"I would be an absolute fool to do business with anyone but you...regardless of price."*** We train you in class to go step-by-step through the process of building John Smith's Bill of Rights and build your company's ASA as well as how to implement it throughout your entire business.
2. The second major area of the MYM System is the **Writer's Workshop**. We'll show you how to make your marketing communications come alive, reach out to prospects and make them want to listen. The Writer's Workshop is the critical piece of the system that will really allow you to set your business apart from the competition. In class, you will learn to write ads that get dramatic results.
3. The third area of Monopolize Your Marketplace is called **"Franchise Your Sales System."** We'll show you how to systematize your sales and marketing processes so that they're easy to understand, implement, and train your people. We'll show you how to create sales tools that allow you to dramatically increase your conversion ratios by capturing your passion and expertise on media such as audios, videos, CD-ROMs, reports, etc. With powerful sales tools, even the weakest link in your company's sales staff will be far more productive.
4. Fourth, we implement a marketing system called **"Monopolize Your Marketplace."**

This is a systematic process that continuously nurtures your prospects and gives them enough information on a consistent basis so that when they finally become ready to buy, they instantly, automatically choose you. It's the process of systematizing persistence so that your people's energy is spent on closing sales, not juggling leads. We'll show you how to do this in a cost-effective, easy to manage way.

5. And finally, the fifth area of the workshop is **Maximizing And Optimizing Your Opportunities**. We cover topics like marketing alliances, working the back-end, exponential growth, thinking outside the box, determining marketing budgets, database marketing, bumping & upselling, and licensing expertise. Implement the entire MYM System into your business and sales and profits will almost automatically increase—and it won't take long. Most businesses recoup their investment in this program in anywhere from 2 weeks to 3 months...many in as little as 24-hours.

Section 3: What's In This Course?

Training is a critical element of success in any business endeavor, and AMG has gone to great lengths to ensure that every entity has all of the knowledge and information to be successful. Training is broken into two main parts: classroom training, and feedback/mentoring on your homework.

Pre-Training Requirements

We ask that every business in attendance fills out a detailed Business Evaluation form and submits it with all of your current marketing materials. In addition, we ask that every participant listen to the MYM 2-CD audio book at least 2 times before attending so we can **focus on implementation, not theory**.

Classroom Training

The classroom training sessions are the main event. It is imperative that all attendees come fresh and ready to roll up their sleeves and WORK. This is not a “sit there and listen for eight days event”. It’s a workshop, with emphasis on WORK. You’ll learn and apply the entire MYM system in great detail. You’ll create everything you need to implement a successful marketing plan. Here is a brief outline of what you will actually do/create in the training sessions:

1. Create Your Company’s ASA:
 - a. Develop customer survey questions
 - b. Develop competitive survey questions
 - c. Use the “innovation matrix” to improve your inside reality
 - d. Draw out your “customer value hierarchy”
 - e. Fill out the ASA template
 - f. Develop evidence to support your case
2. Getting Your ASA Into Marketing Pieces
 - a. Write 30 to 50 headlines to support your case
 - b. Write the “master letter”
 - c. Determine which marketing media best fits your situation
 - d. Develop 2 to 6 lead generating pieces for those media
 - e. Develop marketing tools (websites, audio, CD-ROMs, reports, etc.)
 - f. Determine which follow-up systems best fit your situation
 - g. Develop 10 to 20 follow-up system pieces
3. Putting It All Together
 - a. Writing your one year marketing plan
 - b. Setting up your “hopper system”
4. Optimize & Maximize
 - a. Identifying back-end selling opportunities
 - b. Identifying and engineering joint ventures
 - c. Developing new profit centers

See the appendix of this Program Overview for a complete breakdown of the training schedule.

Homework Feedback and Mentoring

This is an integral part of getting results through this program. After each class, our instructors will review all your homework completed from the previous week to help you fine tune it for maximum benefit.

8 BONUS Marketing Tools To KEEP your Business on a fast growth path

1. Monopolize Your Marketplace System Manual:

This manual contains the actual classroom presentation slides with note sections on each page. Perfect for following along and writing in key information that is specific to your business. Also contained are the examples in the presentation. A valuable resource for when you go back to the office and implement the strategies you learn at the seminar.

2. Sales Argument Course Workbook:

A step-by-step workbook to help you build and organize your marketing case. No matter what business or product you are marketing, this systematized workbook leads you through each of the steps you need to create powerful marketing. If you can read, write and follow directions you can make more money at marketing.

3. The Headline Bank:

173 of the most powerful headlines that have been written. Use these during the course and after to get you started when writing powerful headlines that stop prospects and make them pay attention to your marketing and advertising.

4. Customer and Competitive Survey Workbook:

Use these step-by-step outlines when doing clients surveys, analysis and competitive intelligence. The workbook includes 33 starter questions for client surveys, implementation outlines, guidelines etc.

5. Advertising Templates:

Use these templates whenever you start writing your ads: Exact placements of headlines, text, offers, sizing, pictures, templates for yellow pages, postcards, magazine ads, newspaper ads, different sizes and styles.

6. Ad Evaluation and Performance Rating Worksheet:

This is the crystal ball of marketing and advertising. Tells you before you run any advertising or spend any money whether your ad will work or not and how well it will work. Grade all of the important components of your advertising and marketing against this worksheet and come up with an overall score. If your ad scores at Level 1 or 2 then try again, it's a waste of money. While an L-3 ad will make money and an L-5 ad will separate your business from the competition in the eyes of your prospects.

7. Monopolize Your Marketplace Newsletter:

Now you can get the latest, most powerful marketing, advertising, and Internet strategies on your fax or in your e-mail every other week...for FREE! Our MYM Newsletter pulls powerful concepts from our MYM Marketing & Advertising Program and presents them with real-life case studies and ideas for implementation.

8. Advertisers Protection Pack:

24 pages exposing all of the tricks of the Media trade. Details about all types of media. Like how to buy, when to buy, and how to know if you're really getting what you paid for. Tricks that media salespeople use. Like how to interpret the ratings, and more. This will save small and medium businesses thousands and tens of thousands of dollars within a year.

Section 4: What Are Other Businesses Saying About This Program?

Business owners from all over are raving about the RESULTS of this program. I wish it were possible for you to speak personally with all of them, but of course, that's not possible. If you could, you could ask Bill Cummins, a magazine publisher in Arlington, TX how he feels now that he **doubled** the income from his magazine **in just 60 days** . You could ask Octavio Santos, the vice president of Merit Carpet, a high-end designer-oriented carpet showroom. He'd tell you how the MYM system not only re-vitalized his business...but also helped him identify a *completely new* profit center that will net his company *a minimum of \$250,000 in PURE PROFIT* next year...with just \$746 in extra advertising costs per month.

Or you could ask Steve Wilhelm, marketing director of Burrows Plumbing how he feels about going from just under \$20,000 in monthly sales just 18 months ago to a record-breaking \$132,453 in sales in January.

These are **real** examples.

Or you could talk to Roy Pitts, owner of a brand new sign shop who came to this program a month before his store opened, and by using the MYM system, he had orders totaling *nearly \$100,000* before he even opened his doors. Jacob Garza, co-founder of Property Automated Software credits the MYM system with his **3 highest sales months ever**...just from the FREE advice he got from a free half-day seminar he attended. He's since attended this program (*with a fraction of the profits he's already realized*) to help him take his business to the next level.

There's more! You could talk to John Kreiger, owner of Admiral of the Fleet Cruise Center. He'd tell you how just one tiny suggestion increased the effectiveness of his newspaper advertising by over 10 times-- **that's TEN TIMES THE RESULTS** for the *same* money spent! Or talk to V.K. Gupta of Homex Real Estate about how his direct mail now gets 5% response. Or Ken Kroviak, vice president of the largest SBA lending bank in the state of *Texas*. He used the system to generate 117 SBA loan leads in just 2 weeks...double the number they had generated themselves in six months...at less than his original marketing expense.

The examples of profitability could go on for days and even weeks. Here's a few quick snapshots:

David Boenker of Bana Box, (*how boring is that? A box company?*), took his small company from about \$800,000 in sales a month, to over \$2.7 million in sales a month in just under 18 months. He had to shut down the marketing program after about 4 months because they didn't have capacity to handle the business.

David's brother Al Boenker runs one of the largest independent insurance agencies in the country. He used the MYM System to overhaul his entire marketing message (made it ASA-oriented) and spent over \$2 million in advertising alone last year with that message. Result? The highest sales totals ever by over 22%.

Patrick Phillips is CEO of CHEXpedite, Inc., one of the nation's leading electronic payments firms. He used the MYM system to increase sales by over 200% for 3 consecutive years. His company ended up handing over to Rich and Ed a \$4 million a year marketing contract.

FIVE Companies Who Have *RECOUPED* Their Investment Within FIVE Days Of Attending...

The Monopolize Your Marketplace System is not designed to be a “quick fix” for your business... Most companies start to see benefits immediately after implementing the system, and reap the big rewards anywhere from 2 weeks to 3 months into implementation. However, depending on your situation, you may be able to produce BIG results in a short amount of time. Here are 5 quick case studies to show you how it could happen...

“\$14,000 In Sales Before I Ever Showed Up... From Ideas I Got From The Preview CDs Alone...”

Name: Jason Springfield, Vice President Sales & Marketing

Company: Delta Janitorial, a Regional Janitorial Franchising Company

“I got the preview CDs and listened to them 3 or 4 times through. The information was excellent. On one of the tapes, Rich talked about setting up a sales system and giving sales people tools that they can use to increase their effectiveness. A simple enough idea, but we certainly hadn’t been doing it.

We had several sales people who were not producing very well. One guy in particular was on the verge of being fired because his monthly sales for the previous 6 months had only averaged \$3,800...which isn’t even enough to justify his existence. So I figured I would test this out on him. Hey, if it would work on my worst guy, then it would be easy to implement with the other 6 salesmen.

I created a standardized offer that I gave to him and rehearsed with him for about 2 hours... and I also trained him on how to use the sales tools that I made up on the computer. (I actually copied the idea and the offer right off the preview CDs). To make a long story short, I didn’t have to fire the poor-performer after all. In the next two weeks before I attended the workshop, he closed over \$14,000 in new business. Our profit margins run about 60%... so the profit from those sales amounted to about \$8,500. That’s before I ever showed up for the classroom training!”

“I Increased My Response Rate To 82% Using A Strategy I Got From An MYM Newsletter...”

Name: Gale Corely, Regional Manager

Company: Allied Digital Technology, a National Video Production and Duplication Company

“I found an idea in one of the MYM newsletters that looked very appropriate for what we were doing. They said that video was a good medium for promoting a company, but even with video, you still have to make the prospect want to listen. In other words, they’re not going to pay attention to you just because it’s a video. And they’re right—we’ve been sending videos for a long time with mixed results.

Here’s what we did: Instead of just sending the video, we also enclosed two coupons in the box. One was a \$10 voucher for Boston Market, and the other was a \$5 certificate for Blockbuster Video. Then we enclosed a very short note, that I copied word-for-word out of the newsletter.

Basically it said 'Go get dinner and some movies, and in-between movies or after the kids go to bed, do me a favor and pop this short video about our company in.

We tested a small sample before rolling this idea out—this is before we ever attended the Monopolize workshop. On our initial mailing, we got a 82% response rate to a targeted (but still cold) mailing. In other words, we made 82% of a cold list want to listen. Out of those we closed almost 30%, and our average sale is nearly \$10,000. It's just like Rich & Ed say... if you can bridge the GAP and make them want to listen, you'll be far ahead of the pack."

"I Generated \$9,400 In Sales Before 10 O'clock The Next Morning After The MYM Course, and \$32,700 Within A Week"

Name: Van Walker, President

Company: Blue Sky Inc., a National Distributor of Gift Shop Items "We have a customer database of over 10,500 businesses (gift shops, flower shops, etc.) that have bought from us at some point in the past. Of course, they're not all active customers. In the past, we've mailed them—at great expense—a full color catalog twice a year. The results from our mailings have usually at least covered the cost, and sometimes they generate a profit.

I talked to Rich in a pre-workshop consultation about how to cost effectively communicate with my huge database of customers. He asked me if I'd ever considered sending a fax out to them to keep them informed of specials and educate them on how to more effectively retail the products. I had heard about fax broadcasting before, but had never tried it.

Well, I got everything ready to go by the time I showed up for the workshop. The only thing I was lacking was the actual piece that I would send out. I couldn't believe it when Rich worked with me to write an ad ON THE SPOT at the workshop. I went back to the office that night and quickly typed up the letter and sent it out to everyone on my database that we had a fax listing for (only about 1,100 of those businesses).

The next morning when I came in to the office, we had already taken orders worth \$9,400, and that was before 10:00 a.m. Within a week, that one fax generated \$34,700 in sales, and we still get calls on it now. Here's the best part: The product we promoted on the fax has a 55% profit margin, and we don't even carry it in inventory. We drop ship it from the manufacturer. That's a gross profit of \$19,000 in a week. I say the decision to go to the 3-day workshop is a real no-brainer. Needless to say, we were very excited about these results."

"I Closed 2 Deals At A Profit Of \$9,255 Four Days After I Came To The Workshop... And I Actually Stole The Idea From A Strategy That Ed Gave To Another Company..."

Name: Robert Esters, President

Company: Robert Esters Real Estate, a residential Real Estate Company with 16 Agents

"We've been looking for new ways to get business for a long time now, and I got a great idea from Ed during the workshop. He was actually directing his strategy to a guy who was a VP for Century

21 who was in the same class as me... but I took the idea and it has worked extremely well.

I won't go into great detail about how the strategy works, but it has to do with becoming a source of information for people who prefer to sell their houses "by owner" instead of with a broker. Ed said he thought that a guy would sell his home "by owner" simply because he couldn't see any benefits of using a broker (and paying the fee)... but that was only because brokers don't do a very good job of quantifying the benefits.

So what we did was put together a list of 26 different things that the homeowner needed be aware of—paperwork that had to be done, documents that had to be signed, liability that he incurred by selling the home himself—and we gave it all to him for free. It was easy to put together, because it's the same 26 things we use/do when we sell a home.

The strategy worked perfectly. We sent our brokers out with this information to talk to “by owner” sellers... and the most amazing thing happened. About 30% of them got so overwhelmed with the entire process that they handed their homes over to us for listing. In all, we listed about 9 new homes the first week, and over 25 the first month. Two of the homes were put under contract the first week (and of course closed 30 days later). Our commissions on those 2 deals were \$9,255, and this strategy has been a big part of our business ever since.”

“I Went From Almost Giving Up To Closing Eleven Deals In Just 3 Days...”

Name: Edwin Freehoffer, Owner

Business: Delivery Dinners, Restaurant Delivery Service

“When I first heard about MYM, my business was still in its infancy... trying to get it off the ground. The concept was to offer delivery service for local restaurants in return for a 25 to 30% off the menu price. This idea has worked successfully in other areas, and I was trying to start it in Salt Lake City. The problem was that I couldn't get any of the better-known restaurants or national franchises to come on board. I couldn't get them to see the benefits of my service. After 3 months of trying, and only signing up 4 restaurants, I was about to quit.

Since I was having marketing and sales problems, I immediately responded to the ad I saw advertising the free Monopolize Your Marketplace preview CDs. There was no way I could afford

\$30,000 (my credit cards were already maxed out), so I called them and practically begged for any advice they could give me to salvage my business. You can probably guess that I'm writing this letter because their free advice worked!

I talked to Ed on the phone and told him what my sales approach had been, and he bluntly stated that it stunk and I needed to change it. He explained to me that I needed to build a case for my services like an attorney would prepare a case for court (I hadn't even listened to the CDs yet). He helped me break down my numbers and told me how to create “evidence” that would quickly and easily—and quantifiably—show the restaurants how I could help their business tremendously.

Well, after 30 minutes on the phone, and 2 or 3 faxes back and forth, I had 3 pieces of evidence that I took out to use during my sales presentation. I went back to all of the restaurants that had already rejected me and showed them my stuff. In the first 3 days of using this method, I signed deals with 11 out of 15 restaurants I approached. Those accounts are easily worth \$8,000 (at least) a year—EACH. I haven't signed any more deals up because I now have a new problem... staffing up to service all of my accounts.”

Section 5: History of Monopolize Your Marketplace

The system was born in 1994. From 1994 to 1998, the developers of the system, Richard Harshaw and Edward Earle, consulted with over 6,500 different businesses in over 350 different industries and earned their clients hundreds of millions of dollars in increased sales and profits.

In 1998, Rich & Ed began plans for national expansion via an aggressive agent recruiting program. By the end of 2004 they had sold licensing to more than 2,000 agents throughout the USA and Canada. These agents are independently owned businesses using the MYM system to help tens of thousands of business in all industries change their marketing and get improved results with their marketing and advertising.

The MYM system continues to evolve and expand to include methods of tactical marketing that keep clients on top of ever-changing ways to implementing the basic strategic principles MYM is based upon. Licensed Agents are given weekly training directly from Rich Harshaw to help them learn these methods so they can help you be as successful as you can possibly be in your business.

Section 6: Frequently Asked Questions:

Q: How fast can I expect to recoup my investment in this program?

A: In as little as 24 hours, and as much as several months. It just depends on your current situation and how fast you're able and willing to implement what you learn. We've had several businesses recoup their investment in just a day or two by changing their advertising message or contacting a customer list with an offer. The vast majority of companies easily make back their investment within one to two months.

Q: How else could I use this training?

A: If you are currently working for a company, you could use the training to approach your employer and engineer a lucrative, profit-sharing side-deal you work on in your private time while still earning a regular paycheck. You could make more money on contingency than you ever will on salary. But you don't lose your security blanket while building your nest egg. You will find that opportunities abound when you possess this potent knowledge. Remember, what you are really learning is the process of MAKING MONEY, pure and simple. And that's a skill that will serve you well anywhere you go.

Q: Would the investment be tax-deductible?

A: Probably. We are not tax experts, and therefore, suggest you consult your accountant.

Q: How does this program compare against similar training programs? What do you offer that I can't get from somebody else?

A: First of all, we don't know that there ARE any other training programs similar to this one. We don't know of any other step-by-step, systematic marketing program comparable to Monopolize Your Marketplace anywhere at any price. And if you did find one, it is doubtful that you'd be able to put together your entire marketing plan and receive back-end support while you implement it. Bottom line, this just doesn't exist anywhere else.

Q: This program seems expensive. Is it worth it?

A: Expensive compared to what? Any business owner or manager who thinks a \$10,000 investment *that VERY LIKELY will add \$50,000 to \$5,000,000 in profits* is too expensive just isn't thinking right. The real question you should ask is "Are you ready for your competition to

learn this system and potentially take business away from you?”

Q: Can you really teach me how to do this in just 8 classes?

A: Absolutely. Here's why: because it's a system. We are not in the business of teaching people how to be brilliant or how to be creative. We are in the business of helping you implement a step-by-step system that when followed correctly, brings almost INEVITABLE SALES INCREASES. We like to say, "If you can read, write, and follow directions, you can make more money in business."

Q: Who from my company should attend this course?

A: Whoever "makes smoke come from the chimney". CEO's, marketing directors, sales managers, and other corporate leaders should all be in attendance together. This will allow you to work on your business together and benefit from that cooperative energy.

Q: We don't do advertising. Will this still be useful for us?

A: Absolutely. Regardless of your industry and regardless of how you currently drive in customers, you are definitely in the business of adding as many profitable customers as possible. Our program doesn't focus on certain specific ways of generating leads or getting business. It focuses on getting results.

MYM System Training – A Step-By-Step Approach For All Businesses

Pre-course Preparation & Homework

Listen to the MYM Audio CD set at least 2 times
Complete Discovery Questions & submit to Instructor
Gather all your current Marketing and Advertising materials for class

Course Overview

Identifying goals/expectations (where you are and where you want to go)
In house Resources you need (computer, software, staff time)
Sales paradigm that works in the 21st Century and WHY
Alpha, Beta, Reticular Activator
Have Something Good To Say & How To Say It Well
Strategic marketing vs tactical marketing
Exponential Growth Chart (the growth factor)

MYM Step 1: ASA (Articulated Sales Argument) – Understanding What John Smith Wants & Building Your Case

Discovery Questions – What's Your Inside Reality?
John Smith Bill Of Rights / John Smith Statements
Hot Buttons (versus False Beta Activators)
Headlines – The Ad For The Ad - Activators That Work
 Headlines From John Smith Statements
 Headline Starters
 Headline Bank
Customer Surveys
Competitive Surveys
Decision Matrix & Value Hierarchy
Building Your Case
 Analyze Survey Results - with help from class instructors
 Compare Survey results & Preliminary ASA rankings
 Innovations Table – how to make your business better – Emulate Success
 Research Research Research – SPECIFIC DETAILS MATTER
 Methods for developing your case
Finalize & Prioritize Hot Buttons

MYM Step 2: Writer's Workshop – How to Write Ads & Marketing Materials THAT GET RESULTS

Writing Headlines – Review & Critique
Risk Lowering Strategies & Creating Offers
Testimonials
Writing Guidelines & Ad Templates
Writing Your Master Letter
Writing Evaluations
 Ad Performance Evaluation Tool (L1-L5)

- Critique your Ads
 - Re-write Your Ads to get results
- Prepare your 60 second elevator pitch
 - Critique Elevator pitches
- Scripts For Every Part of Your Business
 - On-hold messages
 - Radio / TV scripts
 - Receptionist script
- Lead Generators vs. Marketing Response Pieces
 - Creating Lead Generators
 - Yellow pages / Directories
 - Print Ads (magazines, newspaper, etc.)
 - Direct Mail (letters, ads & postcards)
 - Faxes
 - E-mails
 - Billboards
 - Radio / TV
- Tracking results from your Ads

MYM Step 3: Franchise Your Sales System

- Matching Your Target Market to the Appropriate Media
- Handles That Use Hot Buttons
- Response Marketing Pieces
 - Brochures
 - Reports
 - CD/DVD
 - Websites
 - Signs
- Flowcharts for tactical implementation of strategic plan
- Locating Tactical Fulfillment Resources
 - Developers & Designers for Ads & Printers
 - Buying Radio & TV
 - CD/DVD Production
 - E-mail Systems
 - Telemarketers
 - Mass-Mail Services
 - Web developers

MYM Step 4: Monopolize Your Marketplace

- Setting up the Hopper Systems
- Nurturing Leads - Define the Hopper system Ad schedule
- Writing hopper system pieces
 - E-mail newsletters
 - Postcards
 - Letters
 - Seasonal Offers
- Developing A Hopper System Schedule

MYM Step 5: Maximize & Optimize

Joint-Ventures, Alliances, Cross-Promotions
Bumping & Up-selling
Joint Ventures
Pro-Active Referral System
Create 6 month Ad/Marketing Campaign & Budget

How To Start turning on the "Profit Faucet"

Real life examples about how to use the MYM System you have developed
Review of the eight BONUS Marketing Tools to turn on your profit faucet.

For more information contact us at:

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